

Amendments to the Claims:

1. (Currently Amended) In a data entry system which includes a central accounting system, a plurality of user controlled data entry means and a communication system for connecting the data entry means to the central accounting system a method for generating, in response to a request from a user at a data entry means, a control screen for display at the data entry means including ~~the steps:~~

storing in memory data for defining a control screen which includes

at least one ~~two~~ profile fields, which includes a plurality of parameters unique to the user, each one including a credit card number sub-field, a ship to address sub-field and a bill-to address sub-field wherein each sub-field is unique to the user and selectable by said user;

a field for indicating, when selected by the user, the need to create an additional profile field containing different parameters unique to the requesting user; and, generating and transmitting the generated control screen to the data entry means via the communication system.

2. (Currently Amended) The method set forth in claim 1 including ~~the steps:~~ in response to a request from the user for an additional profile field, generating and transmitting a parameter entry input screen suitable for transmission over the communication network to the requesting user.

3. (Currently Amended) The method set forth in claim 2 including ~~the steps:~~ in response to the receipt of a completed parameter entry input screen from the user updating the stored data defining the control screen associated with the user; and,

generating a control screen using the updated stored data and transmitting the updated control screen over the communication system to the user located at the data entry means.

4. (Currently Amended) In a merchandise order entry system which includes a central accounting system, a plurality of user controlled order entry means and a communication system for connecting the user controlled order entry means to the central accounting system a method for generating, in response to a request from a user at an order entry means, a control screen for display at the order entry means including ~~the steps:~~

storing in memory data for defining a control screen which includes

at least ~~one~~ two profile fields, ~~which includes a plurality of parameters unique to the user;~~ each one including a credit card number sub-field, a ship to address sub-field and a bill-to address sub-field wherein each sub-field is unique to the user and selectable by said user; and

a field for indicating, when selected by the user, the need to create an additional profile field containing different parameters unique to the requesting user; and~~[[,]]~~
generating and transmitting the generated control screen to the order entry means via the communication system.

5. (Currently Amended) The method set forth in claim 4 including ~~the steps:~~
in response to a request from the user for an additional profile field, generating and transmitting a parameter entry input screen suitable for transmission over the communication network to the requesting user.

6. (Currently Amended) The method set forth in claim 5 including ~~the steps:~~
in response to the receipt of a completed parameter entry input screen from the user updating the stored data defining the control screen associated with the user; and,

generating a control screen using the updated stored data and transmitting the updated control screen over the communication system to the user located at the order entry means.

7. (Currently Amended) The method set forth in any one of claims 4-6 in which ~~the said~~ each one of the at least ~~one~~ two profile fields ~~further include~~ includes a plurality of user selectable sub-fields each of which when selected by the user defines a unique action.

8. (Original) The method set forth in claim 7 in which the user selectable sub-fields include a first sub-field for requesting an order entry, a second user selectable sub-field requesting an edit of the unique parameters and a third user selectable sub-field requesting deletion of the profile field.

9. (Canceled)

10. (Currently Amended) In a merchandise order entry system which includes a central accounting system, a plurality of user controlled order entry means and a communication system for connecting the user controlled order entry means to the central accounting system apparatus for generating, in response to a request from a user at an order entry means, a control screen for display at the order entry means including:

means for storing in memory data for defining a control screen which includes

at least one two profile fields, which includes a plurality of parameters unique to the user; each one including a credit card number sub-field, a ship to address sub-field and a bill-to address sub-field wherein each sub-field is unique to the user and selectable by said user; and

a field for indicating, when selected by the user, the need to create an additional profile field containing different parameters unique to the requesting user; and[[.]]

means in response to a request from a user at an order entry means for accessing the stored data defining the control screen and generating and transmitting the generated control screen to the order entry means via the communication system.

11. (Original) The apparatus set fort in claim 10 including:

means, in response to a request from the user for an additional profile field, for generating and transmitting a parameter entry input screen suitable for transmission over the communication network to the requesting user.

12. (Currently Amended) The apparatus set forth in claim 11 including:

means in response to the receipt of a completed parameter entry input screen from the user for updating the stored data defining the control screen associated with the user; and[[.]]

means for generating a control screen using the updated stored data and transmitting the updated control screen over the communication system to the user located at the order entry means.

13. (Currently Amended) The apparatus set forth in any one of claims 10-12 in which ~~the~~ said each one of the at least ~~one~~ two profile fields include ~~includes~~ a plurality of user selectable sub-fields each of which when selected by the user defines a unique action.

14. (Original) The apparatus set forth in claim 13 in which the user selectable sub-fields include a first sub-field for requesting an order entry, a second user selectable sub-field

requesting an edit of the unique parameters and a third user selectable sub-field
requesting deletion of the profile field.

15. (Canceled)

16. (Currently Amended) In a data entry system which includes a central accounting system, a plurality of user controlled data entry means and a communication system for connecting the data entry means to the central accounting system an apparatus for generating, in response to a request from a user at a data entry means, a control screen for display at the data entry means including:

a memory;

means for storing in memory screen data for defining a control screen which includes

at least one two profile fields, ~~which includes a plurality of parameters unique to the user;~~ each one including a credit card number sub-field, a ship to address sub-field and a bill-to address sub-field wherein each sub-field is unique to the user and selectable by said user; and

a field for indicating, when selected by the user, the need to create an additional profile field containing different parameters unique to the requesting user; and[[,]]

means responsive to a request from a user at a data entry means for accessing screen data associated with the requestor and generating and transmitting a control screen corresponding to the accessed screen data to the data entry means via the communication system.

17. (Original) The apparatus set forth in claim 16 including:

means responsive to a request from the user for an additional profile field, for generating and transmitting a parameter entry input screen suitable for transmission over the communication network to the requesting user.

18. (Original) The apparatus set forth in claim 17 including:

means responsive to the receipt of a completed parameter entry input screen from the user for updating the stored data defining the control screen associated with the user; and, means for generating a control screen using the updated stored data and transmitting the updated control screen over the communication system to the user located at the data entry means.

19. (New) A method for conducting electronic commerce (e-commerce) comprising:

providing in a database stored in memory of a network server a database record including a single parameter unique to a user and parameters describing items purchased by said user;

indexing into the database record with said single parameter; and

aggregating the parameters of items associated with said single parameter and purchase by said user.

20. (New) The method of claim 19 wherein the single parameter unique to a user includes the user customer number.

21. (New) The method of claims 19 or 20 wherein the parameters describing items purchased by said user includes quantity purchased, item identification number and price information.

22. (New) The method of claim 19 wherein the parameters aggregated include prices of items purchased.
23. (New) The method of claim 19 wherein the parameters aggregated include quantity.
24. (New) The method of claim 19 further including
a database record storing reward information;
correlating aggregation of the parameters with the reward information; and
awarding the reward to the user if the aggregation meets terms of the reward information.
25. (New) A method to conduct e-commerce comprising:
providing on a display associated with a user terminal a control screen including at least two profile fields unique to said user, each one including a credit card number sub-field, a ship-to address sub-field and bill-to address sub-field, an item sub-field listing items ordered by said user; and
selecting from displayed information the credit card number to be billed, mailing address to which items is to be shipped and mailing address to which bill is to be sent.